

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY, CALIFORNIA  
AND RECORD OF ACTION**

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**April 10, 2001**

**FROM: DOUG HALLEN**  
Interim Public Health Program Administrator

**SUBJECT: GRANT APPLICATION FOR PROJECT TO REDUCE TOBACCO USE AMONG YOUNG ADULTS**

**RECOMMENDATION:** Approve submission of a grant application to the California Department of Health Services, Tobacco Control Section, in the amount of \$829,600 for the "GI Joe Generation Intervention for the Joe Camel Crowd" Project, to reduce tobacco use among young adults, for the period of July 1, 2001 through June 30, 2004.

**BACKGROUND INFORMATION:** The California Department of Health Services/Tobacco Control Section (CDHS/TCS) is responsible for supporting a statewide Tobacco Control Program designed to reduce tobacco use in California. Through the use of a social norm change model, the Tobacco Control Program has been able to "denormalize" smoking and indirectly influence current and potential future tobacco users by creating a social climate where commercial tobacco use becomes less desirable, less acceptable, and less accessible. Although this Request for Applications (RFA) is not funded by Proposition 99, the Tobacco Tax and Health Promotion Act of 1988, projects funded under this RFA will complement the Proposition 99 funded tobacco control projects targeting the 18 to 24 year old population.

Local health departments receive an annual allocation of funds from the Proposition 99 Health Education Account, as designated by law, to provide local tobacco control activities. San Bernardino County has received such funds since January 1990. The Department of Public Health utilizes the State-required local Tobacco Tax Trust Fund to support activities by the Tobacco Use Reduction Now (TURN) program. Annual State allocations are based on projections of tobacco product surtax revenues. The amount of actual funding has declined as the sale of tobacco products has declined in California.

Tobacco Use Reduction Impact

In 1990, San Bernardino County had the highest smoking rate in California (26.6% vs. 22.2%). In 1996, the smoking rate was still higher than the state average (20% vs. 18.1%) but is now lower than many counties. The program's primary goals are reducing exposure to secondhand smoke, reducing youth access to tobacco products and counteracting the influence of tobacco advertising.

Since the passage of Proposition 99, per capita cigarette consumption in California has declined by more than 50 percent and the adult smoking prevalence has declined by more than 20 percent. Lung cancer rates over the past 10 years have decreased by 14 percent, while other regions of the country reported only a 2.7 percent decrease over the same period.

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Unfortunately, the adult smoking prevalence in California has not declined, but has remained essentially flat since 1995 with a rate of approximately 18 percent in 1999. Even more disturbing is that over the past several years smoking prevalence rates for 18 to 24 year olds have steadily risen, from 16.4 percent in 1995 to 22.7 percent in 1999. Indications suggest that the tobacco industry has focused its massive marketing forces on young adults, who represent the industry's youngest legal targets, since the Master Settlement Agreement went into effect in 1998, making them an important group for tobacco use prevention. Additionally, a large national study conducted at the Harvard School of Public Health between 1993 and 1997 concluded that over one-fourth of all college smokers began to smoke regularly at or after age 19.

Project Summary

The project will target and recruit young adults 18 to 24 years old to implement strategies incorporating policy, media, and community advocacy activities. It will address all four of the State's priority program areas as follows:

Counter Pro-Tobacco Influences:

- Coffee houses in San Bernardino County will be encouraged to adopt and implement policies to prohibit the advertising, promotion, and sale of tobacco products. This objective will also include an interactive contest to create art that can be incorporated into education materials and media messages.

Reduce Exposure to Secondhand Smoke:

- Community colleges, trade schools, and vocational schools in San Bernardino County will be encouraged to update their tobacco policies. The updates may include bans on smoking at building entrances, designating smoking areas, creating smoke-free vehicles, creating smoke-free dormitories, banning tobacco promotions and sales, banning vending machines, creating smoke-free outdoor worksites, etc.

Reduce Availability of Tobacco Products:

- Cities will be encouraged to adopt and implement vendor-assisted tobacco purchase ordinances, as advocated by young adults in African American Sororities and Fraternities.

Increase Availability of Cessation Services:

- On campus tobacco use prevalence among 18 to 24 year olds will decrease as the result of a multi-faceted cessation program. Students, faculty, staff, and their families from the campus and from nearby trade and vocational schools will be invited to participate in the program. The programs will also be promoted in popular on and off campus hangouts for young adults.

This grant application is in draft form and currently includes standard State forms, scope of work, and a three-year budget. The completed application will include the aforementioned documents and a detailed narrative description of the project implementation plan. The documents submitted with this item, including the requested budget in the amount of \$829,600, are in their final format and will be attached to the narrative description prior to submission to the granting agency. The application is due on April 12, 2001. The Department will return to the Board to request approval to accept a grant award resulting from this application.

Contracted Services

As part of the project core services, the Department intends to contract with businesses and schools through a competitive process. The contractors will be responsible for developing a resource center for tobacco cessation on campus, developing and implementing a media campaign, and evaluating project impact.

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**REVIEW BY OTHERS:** This item has been reviewed by Sue Nash, Deputy County Counsel and Gary Morris, Administrative Analyst, County Administrative Office.

**FINANCIAL IMPACT:** Approval of this item will require no local cost to the County. If the Department of Public Health receives a grant award from the CDHS/TCS as a result of this application, it will return to the Board to request an increase in appropriations and revenues of approximately \$285,000 to its FY 2001-02 budget. If awarded, the Department will also include expenditures and revenues of approximately \$264,700 in FY 2002-03, and \$279,900 in the FY 2003-04 proposed budgets.

The application includes Department staff time in the amount of \$4,200, for each of the three years, as in-kind contributions to the grant.

**SUPERVISORIAL DISTRICT(S):** All Five Districts

**PRESENTER:** Doug Hallen, Interim Public Health Program Administrator